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About Frostburg State University

- Rural Location in western Maryland – 2 ½ hours from DC, Baltimore region
- 4,500 undergraduate students
- 2,000 in campus housing;
2,500 in local community
- Community population: 7,800
- Number of alcohol outlets: 31
- Establishment of “student neighborhood” which is 75% student occupied in a 3 x 6 block radius adjacent to campus

Here's where it starts.....

High-Risk drinking.....



Greeks... Athletes... Freshmen... Students

Our Commitment:

- **establish a culture that actively supports, educates, and empowers students to make healthy choices about alcohol consumption**
- **engage the university community with innovative, evidence-based, student-driven alcohol awareness and prevention programs**
- **enhance our community collaboration through meaningful endeavors and intentional initiatives consistent with our institutional values**

Comprehensive Environmental Strategy:

- **Prevention**: AlcoholEdu, *Making it Count* audience response presentations, *Reality Check* website, TIPS training, social marketing /norming campaigns, Brief Screening Intervention (BSI), on-campus student A.A. meetings, and Safe Ride
- **Engagement**: community involvement with *University Neighbors*, BURG Peer Education Network, CHILL CHOICES events, and PAWS after Dark late-night programming options
- **Deterrence**: adjudicating on and off campus violations consistently, parental notification letters/phone calls, law enforcement collaborative meetings, “Knock-and-Talk’s” in the community, pre-emptive emails to students and parents advising of law enforcement saturation efforts

President's Alcohol Task Force:

- **Reorganized in 2006 to address the high-risk drinking culture among many students**
- **Purposeful intent to build coalitions with campus and community stakeholders**
- **Increased deterrence measures by consistently addressing off-campus behaviors**
- **Addressing environmental issues unique to Frostburg**

Fostering Collaborative Relationships:

- **Open the lines of communication with authentic dialogue**
- **Establish a genuine appreciation for diverse opinions and perspectives**
- **Engage a cross-section of stakeholders committed to successful communities**
- **Create “win-win” scenarios**
- **Be patient...but keeping moving forward**

Campus/Community Collaboration:

- **County/City/University Joint Law Enforcement efforts**
- **Consistent City/University administrator meetings**
- **Community Development and Code Enforcement meetings**
- **Frostburg Fire Department and State Fire Marshall's Office**
- **University Neighbors affiliation**
- **Board of Liquor License Commissioners**
- **Collaborative efforts with Property Managers**
- **Allegany County Health Department (MSPF grant)**

Collaboration Results

- ▶ **Reduction in off-campus citations**
- ▶ **Identify number of non-students involved in alcohol incidents**
- ▶ **Raised Community Awareness of FSU prevention efforts**
- ▶ **Improved relations with Community stakeholders**
- ▶ **Reduced number of high risk events**
- ▶ **Students understand the message**
- ▶ **Off-campus events involve fewer people**

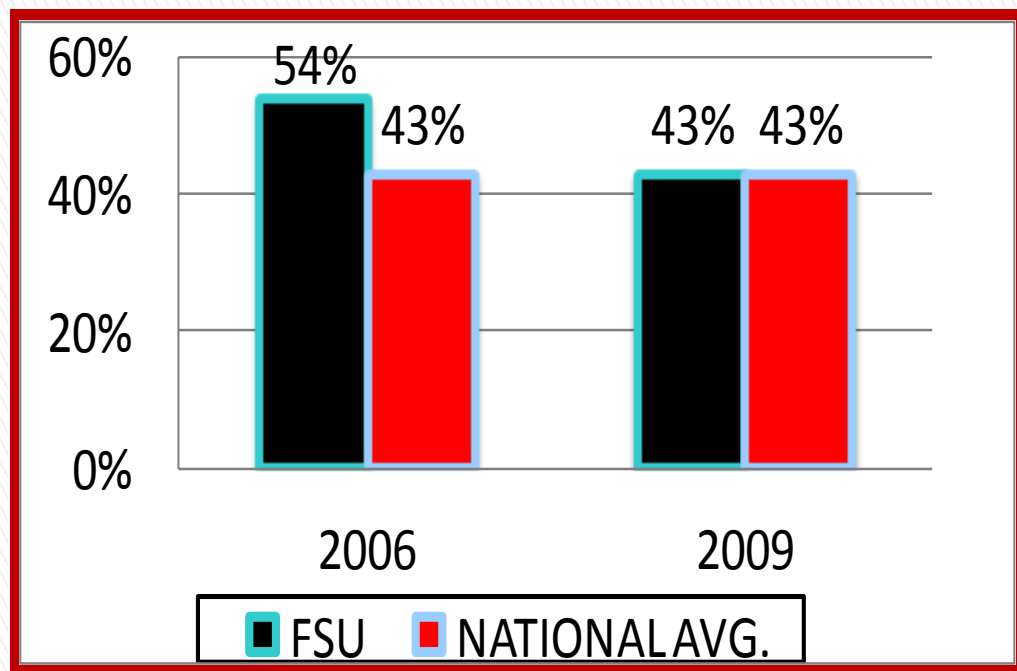
Keeping our Eye on the Big Picture

Current Instruments Used In Measurement

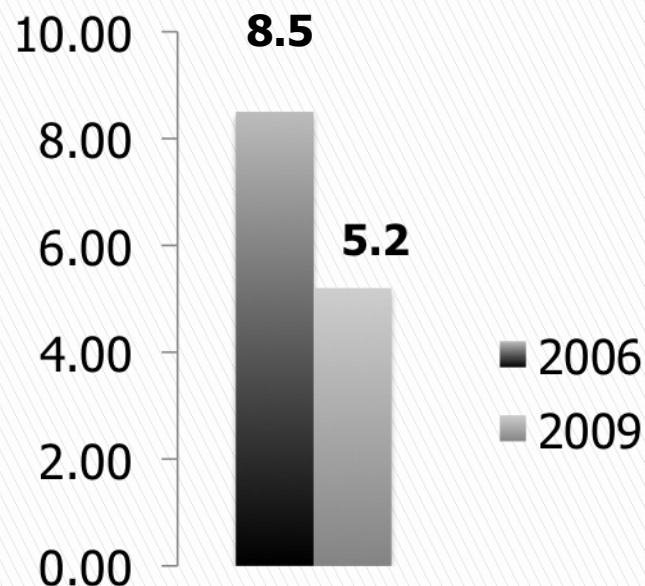
- ▶ **CORE Survey**
- ▶ **National College Health Assessment (NCHA)**
- ▶ **AlcoholEDU**
- ▶ **Student Conduct Statistics (On/Off Campus)**
- ▶ **Medical Transport data**
- ▶ **PDSA (Learning Collaborative Efforts)**

Frostburg's Core Survey Results

Binge Drinking



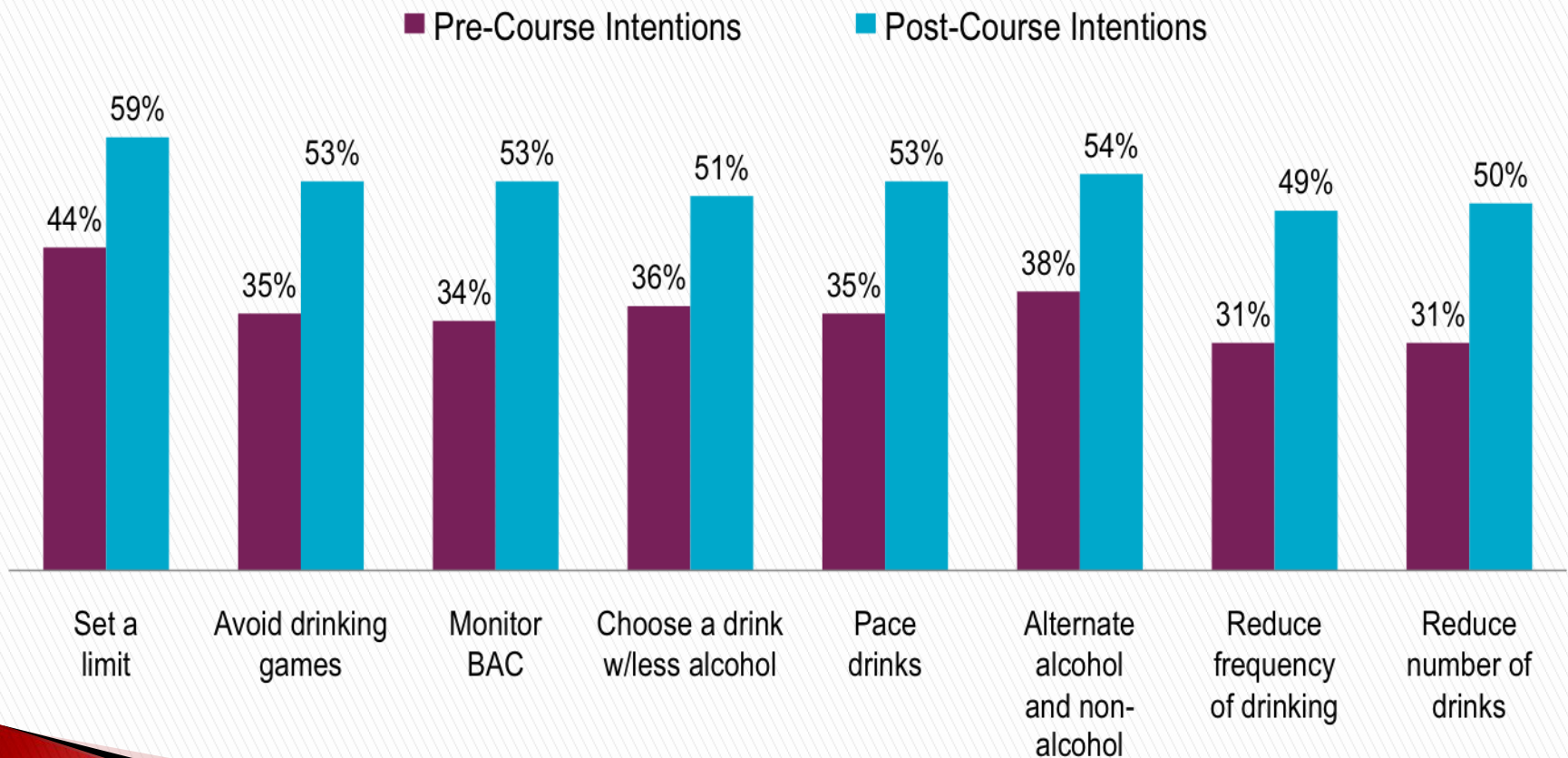
Drinks Per Week



Source: Core Survey

Impact of AlcoholEdu at Frostburg

► After completing AlcoholEdu, Frostburg students reported an increase in several positive behavioral intentions.



Moving in the Right Direction

Improvements Across the Board at Frostburg State

High-Risk Drinking Rate:

59% (1997)

**ALCOHOL PREVENTION
INITIATIVES:**

43% (2008)

Percentage of Abstainers:

40% (2004)

- BASICS

57% (2008)

Average Number of Drinks Consumed by Drinkers:

9.5 (1997)

- Social norms marketing

- Online education

- Substance-Free housing

5.2 (2009)

- Parental notification

Total Enrollment:

4252 (2006)

- Peer Engagement

- Responsible beverage
service training

4755 (2009)

Retention Rate:

68% (2006)

- Social marketing

- Alcohol-free options

72% (2008)

74% (2009)

Persistence...



Required!!!



Challenges:

- **Persistent culture of drinking on college campuses with the intention of getting “drunk” versus “social” drinking**
- **Sophistication of today’s student in evading responsibility and detection** (black-out windows, invitation only affairs, designated door security, and groups are intentionally “rolling parties” from address to address on different nights, entrepreneurial efforts who rent older, larger homes)
- **High intoxication rate for students consuming grain alcohol and other hard liquors**
- **Large number of alcohol outlets close to campus**
- **Low cost drink specials and super-sized, super-charged drinks at some college bars**

“And miles to go before I sleep” (Frost)

- **Vigilance in mitigating risks to students**
- **Continuous polishing of relationships with community and campus stakeholders**
- **Commitment to the cause...reducing the potentially devastating consequences of high-risk drinking**
- **Inform our practice with the best information**
- **Sweat equity...put in the work**
- **Celebrate small victories**